White Sale. Begins Monday a. m. White Sale.



Extra!

Corset covers made of fine quality

cambric, trimmed with real linen

Torchon or with a narrow embroid-

ery edging, very nice neat covers,

regular 50c values; White Sale

Extra Special, Monday while they

ers, out wide, tucked at knees, all

sizes are offered, these drawers are

big values at 15c and 20c pair; White Sale Extra Special, 10c Monday while they last. 10c

Children's reinforced knit waists,

the equal for wear of any 25c

waist, all sizes are offered; White

Sale Extra Special, 10c (We must limit—2 to a customer)

12 YARDS MUSLIN \$1.00

Yard wide muslins that sell regu-

larly for 10c yard, all the leading

brands are offered; White Sale

special 12 yards for \$1.00.

Sale Extra Special,

IT is with the utmost satisfaction we announce that the annual White Sale begins Monday. These sales have always held the greatest, possible interest for our customers, and it has been our constant effort since the destruction of our store last summer to assemble items for the coming sale that would not only maintain the high standard set for Calisher White Sales but add to their fame. 'We state confidently that the coming sale will, easily, eclipse all others. In view of the fact that our store space is somewhat limited, we will devote different sections of the store to the display of different items. The Great White Way, one of the display features of this 'sale, will be carried out on the Second

Floor, and will be devoted principally to undermuslins.

THE MAIN FLOOR. Here will be THE ANNEX. Sheets, Pillow Cases, SPECIAL NOTICE. Extra sales- MAIL ORDERS. We are especially displayed Embroideries, Laces, White Bedspreads, Towels, Domestics and people have been secured for White anxious that our out-of-town custo-Goods and Linens. The complete- White Goods Remnants, or in other Sale, and the service will be all that mers avail themselves of the opporness of assortments and lowness of words, the Annex in a way corres- you could possibly ask. You will be tunities of the White Sale. We preprices on these items are really re- ponds to the former Calisher Bar- waited on promptly and most satis- pay express on all orders of \$5.00

gain Basement.

factorily.

White Sale of Gowns

At 48c Muslin and Cambric Gowns, well made, cut full width and length, some very prettily trimmed with embroidery or lace, others plain. Our regular 75c gowns; White Sale price 48c.

At 79c These are regular \$1.00 and \$1.25 gowns, made of nainsook, cambric and nuslin, lace and embroidery trimmed. Both high and low necked styles are offered, either long or short sleeves. Our \$1.00 and \$1.25 gowns; Sale price 79c.

At 95c This is one of the biggest lots of the whole White Sale. Every style of gown is to be found here—plain and trimmed, made of light, soft fabrics and of beavy muslins and cambrics. Gowns that sell regularly up to \$1.50; Sale price 95c.

At \$1.15 Among these gowns you will see some entirely new, and most attractive, styles. These are mainsook, cambric and muslin gowns, high necked, low necked and "slip over," lace and embroidery trimmed, some daintily finished with ribbon, both regular and extra sizes are offered. Regular prices are up to \$1.75; White Sale price \$1.15. Other special lots of gowns at \$1.50, \$1.95, \$2.25, \$2.50 and upward.

White Sale of Chemise In the four special lots listed below you will find both long and short styles of chemise, both simple and elaborately

trimmed garments. 75c Chemise; White Sale price 48c. \$1.25 Chemise; White Sale price 95c. \$1.75 Chemise; White Sale price \$1.25. \$2.25 Chemise; White Sale price \$1.75.

Some of the New White Fabrics

MERCERIZED CHIFFON-Is similar to a wash chiffon but mercerized and has a firm finish. Suitable for dresses, waists, etc., 50 inches wide, 75c and

MERCERIZED BATISTE-A soft, sheer, silky material for dresses and waists, also nice for underslips, 50 inches wide, 35c, 50c and 75c per yard.

FLAXON-This material proved its good wearing qualities last summer, and we strongly recommend it. Comes in stripes, checks and plaids as well as the plain effects, 15c, 20c, 25c and 35c yard. LINAIRE-A sheer, firm fabric for waists and dresses. Comes in plaid, striped and checked effects, at 20c, 25c and 35c per yard.

THE NEW PIQUES The new printed piques, for children's wear and especially pretty for little boys' suits. White grounds with nest colored figures. Priced, per yard 25c.

Sale of White Piece Goods 15c White Madras Shirting. 9c 25c White Mercerized Madras. 18c 35c White Waistings......23c 12 1-2c White Dimities 10c 10e India Linon..... 8c 12 1-2c Checked Nainsook 10c 10c Checked Nainsook. 15c WHITE LINENE 11c

Yard wide linene that sells in a regular way for 15c yard; White Sale special 11c White Sale of Table Linens

TABLE DAMASK | Merely as examples of the bargains to be obtained here next week in Linen Damask, we note these three special lots \$1.75 Damask; White Sale price \$1.35 \$1.50 Damask; White Sale price \$1.00 75c Damask; White Sale price 48c. NAPKINS

3-4 size full bleached damask napkins, large variety of patterns, regular price \$4.00 dozen; White Sale price \$2.95. Good serviceable napkins, 18 and 20-inch sizes, regular prices \$1.25 and \$1.50 dozen; Sale price 98c

TABLECLOTHS Full sized tablecloths, in silver bleached linen and mercerized, pretty patterns, regular prices up to \$1.50; Sale price 98c.

Extra! Extra! \$3.75 TABLECLOTHS \$1.95

A lot of pure linen pattern cloths, 2, 21-4 and 21-2 yards long, worth to \$3.75; White Sale Extra Special, Monday while they last, \$1.95. Extra! Extra!

75c TRAYCLOTHS 3 FOR \$1.00 All-linen traycloths with drawnwork border, regular 75c cloths; White Sale Extra Special 3 for \$1.00. Sale Of

MUSLINS AND CAMBRICS In the Annex

All 121-2c Muslins and Cambries; White Sale price, per yard 10c.
All 15c Muslins and Cambrics; Sale price, per yard 12 1-2c.

6 1-4c SURGEONS CLOTH 4c Yard wide surgeons cloth, the 61-4c quality; White Sale price, yard 4c. (On sale in the Annex, limit of 12 yards)

Sale of Corset Covers

In addition to the lots listed below, pay particular attention to the Extra Specials on corset covers noted elsewhere in this advertisement.

75c Corset Covers; White Sale price 48c. \$1.00 Corset Covers; White Sale price 69c \$1.25 Corset Covers; White Sale price 95c (Other special lots up to \$2.50).

SALE OF COMBINATION SUITS We offer you an endless variety of choice in both the 2 and 3-piece combinations. Special White Sale lots are offered at \$1.25, \$1.50, \$1.75, \$1.95, \$2.25, \$2.48, \$2.75, \$3.95, \$4.95 and up.

CHILDREN'S UNDERMUSLINS Children's muslin drawers, gowns and skirts are offered in great variety at special White Sale prices. Note particularly the extra special lot of children's drawers. The value is most unusual.

no two garments just alike.

EXTRA! EXTRA!

35c Embroideries

18 cents

Flouncings and Corset Coverings, 15 to

18 inches wide, in a wide variety of at-

tractive patterns, these are regular 35c

and 40c embroideries; White Sale Extra

Special, Monday only, per yard

Madeira Embroideries

We recommend Madeira Embroidery

for trimming underwear and chil-

dren's dresses. It has an extra fast

edge that wears well and stands

many ironings. 3 special lots are

10c Edgings and Insertings; White

Sale price, yard 5c. 15c Edgings and Insertings; White

20c and 25c Edgings and Pands;

WHITE SALE OF LACES

ENGLISH TORCHON

About 2000 yards of English Torchon Laces divided into 3

special lots. These are narrow, medium and wide laces, in

Many other special lots of Linen Torchon Luces offered.

white, cream and Arabian; 3 lots, as follows:

Laces worth to 10c yard; White Sale price 5c.

Lace; worth to 15c yard; White Sale price 7c.

Laces worth to 20c yard; White Sale price 10c.

Sale price, yard 7e.

White Sale price, yard 10c.

and dresses.

Sale of New White Waists \$1.50 Waists \$1.00

50 dozen smart new waists, 1911 models, that reached us just in time to be included in our annual White Sale. You will want at least one of these waists-better make your selection Monday.

There are fully a dozen different models—open front, open back and open side effects. Some are made of fine white Victoria lawn and batiste. These have fronts of solid embroidery and clusters of tucks, or Baby Irish lace medallions and tucks, or hemstitching and tucks. Then, there are white lawn waists with dainty polka dots; these have pleated fronts. Still other waists are embroidered in floral designs-exact copies of hand embroidery.

All sizes are offered to begin with. These are waists that would sell in a regular way for \$1.50 and \$1.75; a White Sale Special at choice for

EXTRA! EXTRA!

30 dozen nainsook corset covers, well made, nicely lace-trimmed, regular 35c covers; White Sale Extra Special

(We must limit-2 to a customer)

SALE OF SAMPLE UNDERMUSLINS

One of the biggest features of White Sale is the sale of sample undermuslins. We

were able to secure a sample line of undermuslins of the very highest grade. The line

comprises Combination Suits, Gowns, Chemise, Drawers, Corset Covers and Skirts,

The great majority of the garments are in perfect order, but some few are a little mussed. All garments are made of the very finest white materials and trimmed with handsome lace or embroidery. We include these sample garments in the White Sale at about 1-2 their value. Come Monday—select highest grade undermuslins at about 1-2 value.

White Sale of Embroideries

More than 50,000 yards of embroideries will be offered Monday at White Sale prices. This

is, by far, the greatest quantity of embroideries we ever put on sale at one time. Fully a

year ago we planned our purchases, with the idea of making this sale the largest in our his-

tory. We can tell you only very briefly the wonderful embroidery opportunities that await

you here next week. Come Monday, and select the embroideries for your summer waists

Flouncing and Skirting Embroideries

An endless variety of pretty patterns to

Cambric and Swiss Flouncings worth \$1.00

Batiste Flouncings, worth \$1.25 a yard;

Regular \$1.50 Flouncings; White Sale 79c.

Madeira Flourcings, soft finish, very pretty patterns, worth \$2.00 a yard; Sale price 98c.

Dress Flouncings, of batiste, cambric and

swiss, wide range of good patterns; prices

up to \$2.50; White Sale price \$1.23 yd.

select from-at these prices.

a yard; White Sale price 48c.

tight-fitting styles are offered.

White Sale of Drawers

At 48c Regular 75c drawers, in plain and circular styles, some finished with tucks, others trimmed in lace or embroidery. Regular price for these drawers is 75c; White Sale price 48c.

At 69c Regular \$1.00 drawers, plain and circular styles, lace or embroidery trimmed; White Sale price 69c.

At 89c Lace and embroidery trimmed drawers made of particularly nice materials. Different styles are offered, both regular and extra sizes, these are drawers worth to \$1.25 pair; Sale price 89c.

At 98c Fine cambric and nainsook drawers, plain and circular styles, lace and embroidery trimmed, regular prices \$1.35 and \$1.50; Sale Other special lots of drawers at \$1.50 and upward.

Sale of Underskirts

At \$1.00 At \$1.00 we offer cambric and muslin underskirts, some with plain hemstitched flounce, others with lace or embroidery trimmed flounce. Skirts that sell in a regular way for \$1.25, \$1.50, and \$1.75;

At \$1.50 to \$2.95 We find it impossible to describe each of the special lots of underskirts, so we simply list the reductions. We are sure that you are well acquainted with the high character of Calisher Undermuslins and the mere statement of reduced prices will be sufficient to make you a shopper here Monday.

\$2.00 Underskirts; White Sale price \$1.50 \$2.50 Underskirts; White Sale price \$1.95 \$2.25 Underskirts; White Sale price \$1.75 \$3.75 Underskirts; White Sale price \$2.95 Other special lots at \$3.48, \$3.75, \$4.50, \$5.50 and up to \$12.50.

SALE OF UNDERMUSLIN SETS Our 4 and 5-piece sets of undermuslins are also included in the White Sale. Special lots are offered at 8.95, \$9.50, \$12.50, \$15.50 and \$16.50. These beautiful sets are appropriate as gifts to a

SALE OF PRINCESS SLIPS All Princess Slips are included in the White Sale. Special lots are offered at \$1.25, \$1.50, \$1.75, \$1.95, \$2.25, \$2.48, \$3.95, \$6.50 and up. Both the semi and

Baby Irish Embroideries

At About Half What They

Would Ordinarily Sell For

14 to 18 inch Flouncings, worth \$2.50

and \$2.25 yard; White Sale prices \$1.48

9 to 12-inch Edgings, worth \$1.50 and

\$1.25 yard; White Sale prices 98c and

NOTE-The above Baby Irish Embroid-

Pure Linen Embroideries

Galloons, 2 to 3 inches wide, pretty

patterns, regular price \$1.00 yard;

Insertings, 3 to 41-2 inches wide,

worth \$1.25 yard; Sale price 75c. 18 to 24-inch Flouncings, in open and

solid work, regular price \$2:50; White

NOTE-These linen embroideries all

EXTRA!

prices 39c and 29c.

eries all match.

Sale prices 23c and 19c.

White Sale price 60c.

yard; Sale price \$2.50.

Sale price \$1.48.

VAL LACES

German and Italian Val Laces-edgings and insertings to

match-come in 12-yard holts, sell regularly up to 8c yard;

Dainty Val Laces edgings and insertings to match-nar-

row and medium widths, great variety of patterns, come

in 12-yard bolts, sell regularly at 10c and 121-2c yard;

EXTRA!

White Sale price, per bolt 30c.

1911 Models In Corsets

In connection with our White Sale, we hold next week an interesting display of the new 1911 models in corsets. The "Madam Irene," the "Madam Mariette," the "Kabo," the "Calisher Special" and other makes will be shown in the new models to suit the new 1911 apring styles. Be sure and see this special display when you attend the White Sale SALE OF SHEETS AND PILLOW

CASES IN THE ANNEX

All sheets and pillow cases are included in the White Sale. All sizes are offered, and both the hemmed and hemstitched styles. "Defender," "Mohawk," "Pepperill," "Palma" and many other good makes are included. Just to give you an idea of the values, we note two special lots of sheets.

SEC SHEETS 39c

Full size sheets made of good durable muslin, sell regularly 55c each; Sale price 39c. (We must limit-6 to a customer)

65c SHEETS 48c Full size heavy linea rinish sheets, extra durable, regular price 65c each; White Sale Special 48c.

SALE OF BEDSPREADS While a variety of good spreads will be on sale next week, we have room today

for only one. EXTRA SPECIAL Full size spreads that sell regularly for \$1.50 and \$1.75; White Sale Extra Spe-

cial next week, as long as the lot lasts, (The spreads are on sale in the Annex)

WHITE SALE OF TOWELS The three following lots are intended merely to give you an idea of the White Sale bargains in towels offered here the

coming week. Good quality huck towels, regular price 4 to 5-inch Edgings, worth \$1.00 and a \$1.00 dozen; White Sale price 73c. 75c yard; White Sale prices 69c and 48c. Large huck towels, hemstitched, worth Galloon Bands, 21-2 to 31-2 inches wide, \$2.00 dozen; White Sale price \$1.48. regular prices 60c and 50c yard; Sale Damask and linen huck towels, some fringed, others hemstitched, these are Inserting Bands, 2 to 21-2 inches wide, 25c and 35c towels; White Sale price 19c. regular prices 40c and 35c yard; White (You will find the towels on sale in the

> SALE OF BATH TOWELS 10 big special lots of Bath Towels will be on sale next week. Anything needed in bath towels can be bought next week at a considerable saving. (Bath towels are on sale in the Annex)

> 15c TOWELING 10c Heavy linen crash toweling, plain and twilled, medium and wide widths, regular prices 12 1-2c and 15c yard; White Sale Special at 10c.

EXTRA! Allover Embroideries, worth \$4.00 EXTRA! PRINTED SHIRTING Corded shirtings with small 'neat fig-

ures, fast color, and there is a wide variety of patterns to choose from, regular price 12 1-2c yard; Monday special 9c. (On sale in the Annex) ENGLISH LONGCLOTH

In 12-Yard Pieces

pieces for\$1.19 \$1.75 pieces for\$1.39 pieces for.....\$1.79

EXTRA! EXTRA! NAINSOOK \$1.00 PER BOLT

Lonsdale Finish Nainsook, 36 inches wide, comes in 10yard bolts, is of a fine, smooth texture, nice for underwear; White Sale Special, per bolt \$1.00. (This special will be found on the Main Floor.)



EXTRA!

3 TO 10 MONDAY MORNING.

Indianhead Muslin, for suits and skirts, full vard wide, pre-shrunk, regular price 18c yard; White Sale Extra Sperial, from 8 to 10 Monday morning, 12c. (We must limit-12 yards to a customer.)



20 dozen pair of drawers, made of a cambric finish muslin, finished at knees with hemstitching and tucks, both regular and extra sizes are offered. These are regular 50c drawers; Monday while they last



An extra special in Corsets. These are new models in corsets, four different styles are offered, both the medium and extra long. Reg-ular \$1.00 corsets; White Sale Extra Special, Monday only An extra special in Brassieres.

They are one of the best makes, nicely lace-trimmed, regular price 50c; White Sale Extra 39c EXTRA! EXTRA!

30c LINEN LAWN 19c Yard wide linen lawn, sells regularly for 25e and 30c per yard; White Sale Special 19c.

